

# **Evaluation of the video content of presenting technical recommendations for the integrated control of the red palm weevil in Bahariya Oasis, Giza Governorate**

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## **Abstract**

This research aimed to identify the opinion of the farmers respondents on the elements of each of the educational content, and the technical content of the video for presenting the technical recommendations for the integrated control of the red palm weevil, in the research area, and to identify the problems of educational videos in this field from the point of view of the farmers respondents, and their suggestions for solving those problems, Finally, identifying the roles that the Agricultural Extension Service can contribute to presenting educational videos in the field of integrated control of the red palm weevil from the viewpoint of the farmers respondents .

The research was conducted in the Bahariya Oasis in the Bawiti Center and City in Giza Governorate, as one of the largest areas of red palm weevil infestation at the level of the Republic on the one hand, including date palm growers who attended the extension symposium held at the Bawiti Center and City in the Bahariya Oasis as one of the extension activities held by the Institute for Agricultural Extension Research and Development The rural population of 75 respondents.

The research data was collected by personal interview using a questionnaire form during the month of April 2020, and was used to display and analyze the data, the average degree, and the percentage of the average degree, and the tabular display with numbers, frequencies and percentages was used in presenting its results.

## **The most important findings of the research were the following:**

- 1- With regard to the opinion of the farmers respondents on each of the educational content elements of the video for the presentation of technical recommendations for integrated control of the red palm weevil in the following research area: the title of the video, the objectives, the presentation of the content, the content elements, and the motivational activities show the following:
  - The average percentage of the importance of each of the elements of the educational content of the video under study ranged between 76.7% and 86.7%, which indicates that all of them are important from the viewpoint of the farmers respondents .
  - The percentage of the average degree to benefit from the educational content elements of the video under study ranged between 50% and 83.3%, which indicates that it was between medium and large,
  - The average percentage of the adequacy of the educational content elements of the video under study ranged between 70.7% and 88.4%, which indicates that it was sufficient to some extent and sufficient.

- 2- With regard to the opinion of the farmers respondents in each of the elements of the technical content of the video for the presentation of technical recommendations for the integrated control of the red palm weevil in the following research area: character voice, photography clips, lighting, sound, texts, production image, and time period, the following became clear:
  - The average percentage of the importance of the artistic content elements of the video under study ranged between 73.3%, 83.3%, which indicates that it was between important and medium importance.
  - Percentage of the average degree to benefit from the elements of the technical content of the video under study ranged between 76.3%, 80.0%
  - The percentage of the average degree of the adequacy of the technical content elements of the studied video ranged between 73.3% and 83.3%, which indicates that it was between somewhat sufficient and sufficient.
- 3- The most important problems of the educational videos related to the integrated control of the red palm weevil from the point of view of the farmers respondents in the research area are: Side discussions between the respondents present at the symposium lead to confusion and not hearing some information well at a rate of 20.0%, and that the majority of the farmers surveyed do not have devices that can Watch the video through it again by 13.0%.
- 4- The most important suggestions of the farmers respondents to solve the problems of the educational videos of the integrated control of the red palm weevil in the research area are: A certain number of interested date palm growers who suffer from the problem of infestation with red palm weevil should be invited to display the video to them so that there is no disturbance at the rate of 18.7%, and work to help growers in practical application on the ground of what was seen in the video by 18.4%.
- 5- The most important roles that the Agricultural Extension Service can contribute to presenting educational videos in the field of integrated control of the red palm weevil from the viewpoint of the farmers respondents in the research area are: preparing a permanent place in the village dedicated to displaying educational videos at a rate of 14.7%, and conducting seminars and training courses for farmers Playing educational videos to achieve 12.2% benefit.